



June 26, 2019
Economic and Community Development Committee
Committee Room 1, City Hall
100 Queen Street West
Toronto ON M5H 2N2

Re: Supporting Three Significant Events in Toronto in 2019

Dear Members of the Committee,

Major events provide multiple benefits to the City of Toronto and its residents. They help drive tourism, they help brand the city, they produce significant economic spin-off benefits, and they provide shared experiences that help bond people together. Such events also help address significant issues facing Toronto, through such means as convening experts, producing knowledge and hosting public discussions.

The benefits of major events outlined above apply in large measure to a trio of significant public events to be held in Toronto over late 2019. The Elevate Tech Festival, 6 Degrees and the Ontario Economic Summit will bring residents, visitors and international experts together to, respectively, address scaling Toronto's technology sector, advancing a more inclusive society, and driving sustainable economic growth. These events will make significant contributions to the understanding of key issues facing Toronto in the areas of social cohesion and shared prosperity.

In addition, such events produce a significant economic return for the City of Toronto, with spin-off economic benefits achieved through partnerships with local businesses, venue rentals, staffing, and restaurant and hotel use. The projected combined attendance for these three events in 2019 exceeds 25,000 participants.

The City of Toronto has partnered with each event in the past, in varying ways. Elevate has been a beneficiary of City programs designed to support the development of the local technology sector and its entrepreneurs. A grant of \$250,000 from the City of Toronto would support Elevate's 2019 festival and thereby its ongoing leadership in Toronto's fast-growing tech sector to the benefit of firms and workers alike.

The 6 Degrees conference, and its organizers, the Institute of Canadian Citizenship, are key partners for the City of Toronto in advancing the concept of the 'diversity dividend'; that there is not only a moral but also an economic imperative to having diversity in organizational governance, management and workforce. In 2017 and 2018, the City of Toronto provided \$100,000 in support as a Presenting Partner at 6 Degrees. A grant of \$75,000 from the City of Toronto would maintain the significant momentum generated by the past two iterations of the 6 Degrees event and support a broad range of related diversity initiatives.

The Ontario Economic Summit, delivered by the Ontario Chamber of Commerce, is re-locating to Toronto from Niagara-on-the-Lake for its 2019 event. A grant of \$50,000 towards the 2019 Ontario Economic Summit will enable the City of Toronto to help shape the agenda for this important forum addressing inclusive economic growth and shared prosperity.

A total investment of \$375,000 for these three significant events from the major Special Events Reserve Fund (MSERF) will help advance knowledge generation and public discussion on key issues facing the City of Toronto. A commitment of \$375,000 from MSERF in 2019 is manageable from a financial perspective, as the uncommitted balance for MSERF expected at end of 2019 is \$1,973,656. Annex A to this letter contains additional details regarding the three events and the benefits that they bring to the City of Toronto.

In view of the significant events taking place in Toronto over late 2019 seeking partnership with the City,

It is recommended that:

1. City Council increase the 2019 Economic Development and Culture Operating Budget by \$0.375 million gross, \$0 net, fully funded from the Major Special Events Reserve Fund, to provide grants to Elevate, 6 Degrees and the Ontario Economic Summit for their 2019 events in Toronto.

Yours truly



Michael Thompson
Deputy Mayor
Chair, Economic and Community Development
Committee Councillor, Scarborough Centre
Ward 21

Appendix A: Overview of Elevate, 6 Degrees and the Ontario Economic Summit

Elevate Tech Festival 2019

September 20-26, 2019

Toronto, Sony Centre, Festival Stages, Elevate King West

<https://elevatetechfest.com/>

Elevate is a not-for-profit organization with the mission of elevating the Canadian innovation ecosystem. Founded in 2017, the annual tech and innovation festival attracts over 20,000 attendees, 200 speakers and performers and 150 media outlets. The festival features an interactive hackathon, 15 stage with inspirational talks, live concerts, a massive street social along King Street West and open house tours of Toronto's most innovative start up's and businesses. Past speakers and performers include Vice-President Al Gore, Eric Schmidt, former CEO of Google; Wyclef Jean, artist, Whitney Wolfe Herd, Founder and CEO of Bumble. Elevate's audience consists of people interested in technology, science and innovation, senior government officials, founders, investors, students and youth.

Estimated attendance: 20,000 (2019)

Speakers/ Performers: 200

Venues 271

Partners 134

Estimated economic impact of \$913,562

Six Degrees

September 23, 26, 2019

Toronto, various locations

<https://www.6degreesto.com/>

Six Degrees is the global forum for inclusion. A project of the Institute for Canadian Citizenship, will bring people together from around the world, challenge assumptions, and find solutions and actions to counter growing divisions in society. 6 Degrees connects and empowers global citizens with real tools to push for inclusion, diversity, and citizen resilience.

Three immersive days for connection, conversation, and action, featuring:

- Unique, transformative conversations in five signature 360 sessions.
- Tactical change-making opportunities in multi-disciplinary exchanges.
- Marquee speaker evenings with globally-recognized leaders at the LaFontaine-Baldwin Lecture and the Adrienne Clarkson Prize for Global Citizenship
- Ample sponsorship opportunities for organizations and businesses throughout 6 Degrees sessions to influence the conversations and action.
- Coalition and capacity building with grassroots activists, artists, change-makers, and leaders from governments and businesses from around the world.
- Multiple cultural and artistic interventions and performances.
- Real tools and action on the most pressing issues of our time.

Estimated attendance: 5,000

Speakers/ Performers: 60

Venues 3 – AGO, Great Hall, Telus Centre,

Partners 25

Economic Impact \$800,000

Ontario Economic Summit

November 13-15, 2019

Toronto, CNE

<https://occ.ca/events/oes/>

After a significant break, The Ontario Economic Summit is returning to Toronto. This forum is for visionary leaders in the public, private, education and not-for-profit sectors, to shape Ontario's future growth and role in the global economy. The goal of this annual summit is to develop results-oriented solutions that foster shared prosperity and sustainable economic growth for Ontario.

At the 2019 Ontario Economic Summit, business leaders, entrepreneurs, and public policy officials will meet to debate and discuss how we can ensure Ontario is prepared for success and growth, and explore opportunities to navigate our unique advantage to confront the new age of business.

Past conference topics addressed were:

- Workforce demand/supply, and creating solutions to support broad economic transition.
- The challenges businesses must face as we confront the future of work.
- The changing nature of work (disruptions from AI, advanced robotics, and automation).
- How companies, non-profits, and governments from around the world are addressing the skilling and reskilling continuum.

Customized sponsorships can be idealized for the OES event to help guide the future of Ontario's economy and join visionary leaders from business, labour, academia, the non-profit sector and government. Past speakers have included visionary leaders from business, labour, academia, the non-profit sector and government.

Estimated attendance: 500

Speakers/ Performers: 60

Venues CNE, Hotel X, Benfield.

Partners 9

Economic Impact Unavailable (as previous iterations held in Niagara-on-the-Lake, Ontario)